OVERALL ASSIGNMENT RUBRIC

The executive summary outlines the project's purpose and desired outcomes.

○ 0 pts
No

○ 1 pt
Yes

The project goal meets all five SMART criteria: **S**pecific, **M**easurable, **A**ttainable, **R**elevant, and **T**ime-bound.

○ 0 pts
The project goal meets none of the SMART criteria.

○ 1 pt
The project goal meets 1-3 of the SMART criteria.

○ 2 pts
The project goal meets 4-5 of the SMART criteria.

There are three deliverables that represent tangible or intangible project outcomes.

○ 0 pts
There are no deliverables or the deliverables do not represent tangible or intangible project outcomes.

○ 1 pt
There is one deliverable that represents a tangible or intangible project outcome.

○ 2 pts
There are two deliverables that represent tangible or intangible project outcomes.

○ 3 pts
There are three deliverables that represent tangible or intangible project outcomes.

The business case includes **at least one** of the following reasons to initiate the project:

Supports larger project goal of 5% revenue increase by ensuring service runs smoothly

Mitigates losses related to poor customer experience (e.g., late shipments, canceled subscriptions)

Helps ensure success for a launch of this size

○ 0 pts
The business case includes none of the reasons listed.

○ 1 pt
The business case includes one or more of the reasons listed.

There are at least two success criteria that indicate how to measure project success.

○ 0 pts
There are no success criteria or the success criteria do not indicate how to measure project success.

○ 1 pt
There is one success criterion that indicates how to measure project success.

○ 2 pts
There are two or more success criteria that indicate how to measure project success.

Provide constructive feedback for your classmate on their submission. Below are some guidelines and examples of good feedback to help you leave constructive comments for your peers.

When giving feedback, consider:

Leading with positive feedback

Providing a balance of positive and actionable feedback

Sticking to information-specific, issue-focused, and observation-centered comments

Examples of Good Feedback:

"Your project goal is well written and meets all the SMART criteria. Your charter includes one really strong way of measuring this goal. I would add at least one more way to measure success, so the business can be sure the project meets its goals."

"Good job listing your deliverables! You mention the need for a training guide, but adding one or two more deliverables (like inventory and delivery process) would make your charter even stronger."

"You have a good sense of the main project goal. However, your cost areas and benefits don't align with the operational aspects of the project. You might want to reassess the time and money Office Green needs to spend to set up operations and consider how it will benefit them."